

THE WAY FORWARD IN  
TRADEMARKS & UNFAIR COMPETITION



**DEVELOPING SUCCESSFUL  
BRAND PROTECTION  
STRATEGIES**

# STRATEGIES ALIGNED WITH THE TIMES



Brinks Gilson & Lione's trademark attorneys leverage their collective decades of experience to develop novel, tailored brand protection strategies for some of the world's most revered brands.

Brinks Gilson & Lione has one of the most experienced groups of attorneys focusing on trademark law in the country. Group members regularly represent the firm's clients in U.S. District Courts, Courts of Appeals, and the United States Patent and Trademark Office's Trademark Trial and Appeal Board. Our attorneys coordinate strategies to resolve global trademark disputes, secure trademark protection for our clients' traditional and non-traditional marks, and conduct global trademark clearances for our clients' brands.

Brinks Gilson & Lione's Trademark Practice Group's experience is reflected in the number of leading trademark publications authored by members of the group. As the original author of the renowned treatise *Gilson on Trademarks*, Jerry Gilson is widely recognized as one of the top practitioners in his field. In addition, Jeffery Handelman, a litigator with nearly three decades of trademark counseling and experience before the Trademark Trial and Appeal Board, is the author of *Guide to TTAB Practice*. Litigator David Fleming is co-author of the book *Trademark Litigation Practice*, which is published by Bloomberg BNA Books.



# EXPERIENCE

Brink Gilson & Lione's Trademark Practice Group's strength is its depth and breadth of experience.

## DESCRIPTION

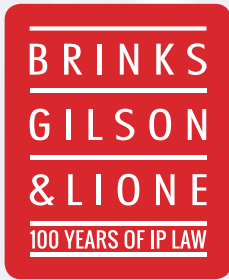


Our deep bench of experienced trademark professionals allows us to deliver thoughtful and efficient protection strategies to a broad range of leading companies to efficiently meet their brand protection goals. Our attorneys can provide litigation, protection, and counseling services to address issues our clients face. We utilize traditional enforcement mechanisms – such as cease and desist letters, trademark oppositions, and district court litigation. Our attorneys also utilize less traditional enforcement mechanisms such as working with keyword advertisers and online retailers to remove infringing ads and products, coordinating social media monitoring and enforcement, managing Customs and Border Patrol protection and filing false advertising claims in court and with the Better Business Bureau's National Advertising Division. We also represent clients in arbitration proceedings, utilize the International Trade Commission, and litigate in district court to address gray-market infringement and coordinate foreign counterfeit seizures.

Brinks represents industry leaders, Fortune 100 companies and famous global brands. Our clients include one of the world's largest airlines, apparel companies, direct selling companies and baking companies, and one of the world's most prestigious universities.

Our diverse experience has taught us there is no one-size-fits-all approach to brand protection for our clients. We partner with our clients to understand their business and concerns, including current and future key markets, growth strategies, manufacturing centers, distribution points, strategic relationships, opportunities for licensing, and brand value in order to develop a trademark protection program that aligns with their business objectives.





# OUR ACCOLADES

Brinks Gilson & Lione's Trademark Practice Group's strength is its depth and breadth of experience.

## AT A GLANCE

**1917**  
FIRM WAS FOUNDED

ALL ASPECTS OF **IP**

**1,036**  
TRADEMARK APPLICATIONS FILED IN 2019

**243**  
TRADEMARK REGISTRATIONS FILED IN 2019

**TM LAW, ILLINOIS**  
GOLD BAND 2019  
WTR 1000

**TRADEMARK LAW**  
TIER 1 2013-2019  
**US NEWS & WORLD REPORT**

## WORLD TRADEMARK REVIEW 1000

Gold Band, Illinois, 2012-2019  
Silver Band, National Trademark, 2012-2018

## U.S. NEWS & WORLD REPORT BEST LAWYERS

Best Law Firm - National - IP Law, 2016  
Tier 1 - Trademark Law, 2013-2019  
Tier 1 - IP Litigation, 2018-2019  
*15 Brinks attorneys are listed in The Best Lawyers in America*

## CHAMBERS USA AMERICA'S LEADING LAWYERS FOR BUSINESS

Top-ranked for Intellectual Property Law in Illinois, 2003-2018

## MANAGING INTELLECTUAL PROPERTY

Tier 3, Trademark Prosecution - United States, 2016-2018  
Other Notable Firm, Trademark Contentious - United States, 2017-2018  
Highly Recommended, Trademark - Illinois, 2016-2018  
Trademark Litigation Firm of the Year - Midwest, 2009 - 2011, 2013

## LEGAL 500 - UNITED STATES

Top law firm for Trademarks, non-contentious, 2014

## LAWYER MONTHLY

Trademark Law Firm of the Year, 2014

## SUPER LAWYERS

Over twenty individual honors

## MOVE FORWARD IN

- Chicago, IL
- Washington, DC
- Indianapolis, IN
- Research Triangle Park, NC
- Shenzhen, China